

An information service system in which information is collected, on a public communication network, from viewers who watch television programs and points are awarded to the viewers in accordance with the collected information, and which is constituted by an interest information generating portion for inputting individual audience result information generated as a result of the viewed television programs into information supply terminals existing on the public communication network to thereby generate individual interest information on the basis of the individual audience result information, an interest information input portion for receiving the individual interest information generated as a result of the viewed television programs from the information supply terminals, a file managing portion for managing an individual interest information file, and a point awarding portion for awarding points to the viewers in accordance with the individual audience result information, and so on, from the viewers.